

---

**Kajian Potensi (Study Kelayakan) Pengembangan Agroindustri di Desa  
Gondangan Kecamatan Jogonalan Klaten.**

**Oleh**

**Didik Indarwanta S.sos,M.Ab**

**Eny Endah Pujiastuti S.Sos,Msi**

**Jurusan Ilmu Administrasi Bisnis**

**Jl. Babarsari No. 2 Tambakbayan Yogyakarta**

**Email : didik\_indarwanta@yahoo.co.id**

**Abstrak**

Regions Agropolitan is the direction that you want to accomplish by the Klaten district. The direction of development of the region is creating agropolitan a prosperous region with a foundation of life from 5 Agro namely Agroproduksi, Agro-Industry, Agribusiness, Agroteknologi and Agro. Gondangan Village is a center for snacks, for the Village to be developed into agro-industries. Hence the need for research on the potential (Feasibility Study) Agro-industry Development in Countryside Gondangan Jogonalan Klaten district. Issues raised in this matter is whether the Village snack business Gondangan In Financial profitable that deserve to be developed into agro? The analytical tool used is the Added Value Analysis. Analysis of value added using the method of Hayami. The results of this research is based on several aspects of the legal aspects, social, economic, market aspects of marketing, engineering and technology aspects, management aspects and financial aspects, the Village District Gondangan Jogonalan potential to become the village of Agro-industry region

**Key: Agropolitan, Agro-industry, value-added analysis**